

FLUORESCENT *for* DINING ROOM

List Price
**HIGH POWER
FACTOR**
No. F-564
\$60⁰⁰
Less Bulbs

Finish:
Polished Brass

APR 23 1941

List Price
**LOW POWER
FACTOR**
No. F-564L
\$48⁰⁰
Less Bulbs

Shipping Weight 25 Lbs.

IMPORTANT! When Ordering
Specify Whether Low Power
or High Power Factor Equip-
ment is Desired.

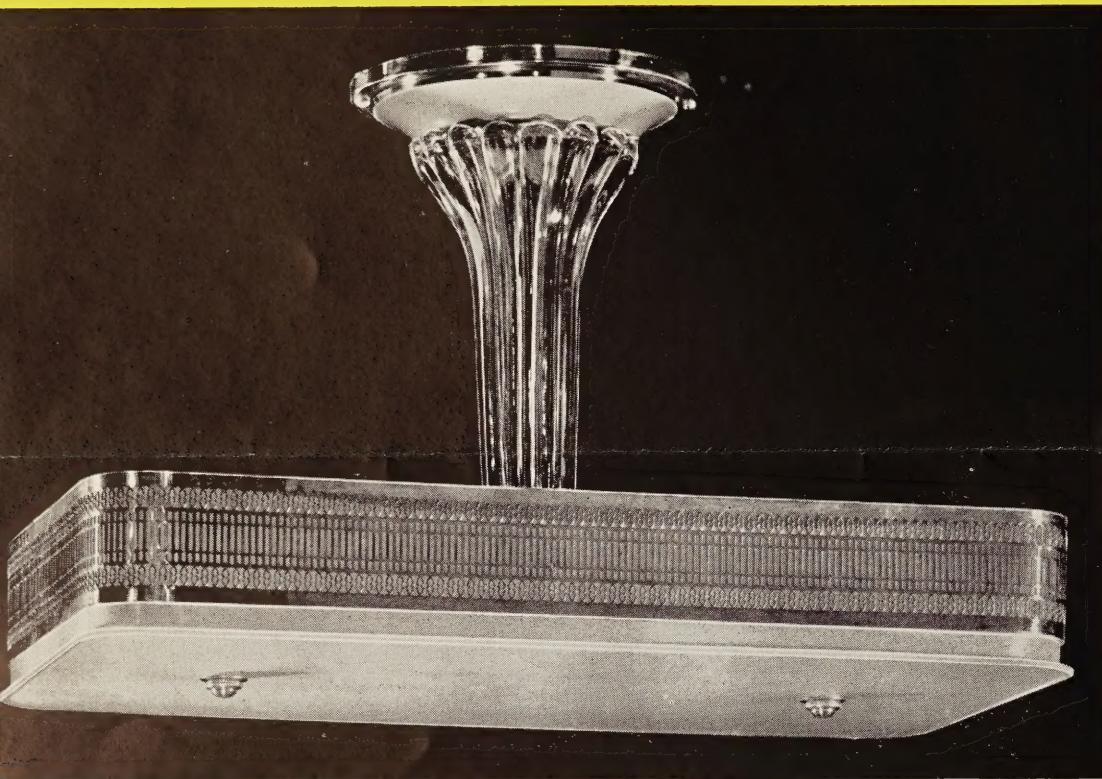


No. F-564 4-15 WATT LAMPS
Length Overall 36". Body Size 11½" Wide. 20" Long. 3½" Deep.
Operates On 110 to 125 Volts A.C. 60 Cycles.

An Achievement
OF
H. A. FRAMBURG & CO.
3320 CARROLL AVENUE • CHICAGO, ILLINOIS
Makers of Residential Lighting Fixtures for 35 Years

(Over)

FLUORESCENT *for the* LIVING ROOM



No. F-574 4-15 WATT LAMPS

Length Overall 12". Body Size 11½" Wide. 20" Long. 3½" Deep.
Operates On 110 to 125 Volts. A.C. 60 cycles.

List Price
HIGH POWER FACTOR
No. F-574
\$5775
Less Bulbs

Finish:
Polished Brass

List Price
LOW POWER FACTOR
No. F-574L
\$4575
Less Bulbs

Shipping Weight 23 Lbs.

PERFORMANCE and SPECIFICATIONS For Nos. F-564 and F-574

EQUIPMENT: This Fixture Arranged To Take 4 18" 15-watt Lamps And Is Wired With Either High Power Factor Or With Low Power Factor And With 4 Starter Switches. Glass Bottom Is White With Frosted Treatment Especially Adaptable For Fluorescent Lighting. The Sides Are Backed With A Plastic White Diffusing Band. Finish Is Polished Brass.

SERVICING: Relamp By Removing Bottom Glass. Starter Switches Are On Top Of Fixture And Are Simply Removed Without Dismantling The Fixture. The Ballasts

Are Conveniently Accessible Without Removing Fixture From The Ceiling.

LIGHTING EFFECT: *A Good Portion Of Light Is Directed Upward For Ceiling Illumination And A Most Attractive Lighting Effect Is Produced On All Sides. A Sufficient Supply Of Light Is Directed Downward Providing A Lightmeter Reading At Table Height Of 28-Foot Candles When Hanging Fixture 5 ft 10-in. From The Floor.*

★ AN INNOVATION ★

*Presenting Scientific Fluorescent Lighting Without Sacrificing
PROPORTION • DESIGN • or EFFICIENCY*

All Of Which Are So Necessary In Lighting The DINING ROOM and LIVING ROOM

H.A.FRAMBURG & COMPANY

MANUFACTURERS OF

HIGH GRADE LIGHTING EQUIPMENT

3320 - 3328 CARROLL AVENUE

ALSO MANUFACTURERS OF
I. E. S.
FLOOR & TABLE
LAMPS

TELEPHONE
NEVADA
7435

CHICAGO

April 16, 1941

E. R. Beers Electric Co.,
143 West Main St.,
Bloomsburg, Pa.

Gentlemen:

THE CAT'S OUT OF THE BAG!

Here's the country's first correctly designed Fluorescent Lighting Fixture for a residential Dining Room and Living Room! (See the enclosed folder!!!*)

And it must be a "winner", judging from the way the smart fixture men who have seen it are going for it.

It took us seven months to develop it, but it was well worth the time and effort. The first man to see it - a fixture jobber from Texas - ordered 12 at once!

You've been in Residential Lighting long enough to know when an item is really "HOT"; and if this new Fluorescent isn't the hottest selling Fluorescent fixture in anybody's showroom today, we simply don't know our business.

Frankly, we would rather not have you, or any of our other good dealers, order very many right now. We haven't made up enough yet to go around, and we would like wide-spread distribution while it's brand new.

But you will want one or two; and we can fill your order for those immediately.

50/33-1/3% is your discount on the Fluorescent Line. But wire or mail your first order in at once, please. Today if possible.

Cordially,

H.A.FRAMBURG & COMPANY

Stanley A. Framburg

Stanley A. Framburg
Sales Manager.

SAF/my

* We will also supply you with quantities of the enclosed folder, ready for your imprint, at \$1.00 per hundred.

